

Oneida County Tourism Meeting Minutes
Lake Tomahawk Sloan Building

October 7, 2013

Present: Kim Zambon, Bob Martini, Romelle Vandervest, Connie Madden & Sarah Pischer

Absent: Kim Baltus, Gary Baier, Skip Brunswick, Tim Brown

1. **Call to Order:** The meeting was called to order by Romelle Vandervest at 1:35pm. The agenda for the meeting was posted within 24 hours notice.
2. **Approve Agenda:** The Agenda was approved by Kari Z - 2nd Bob M.
3. **Approve August Minutes:** The minutes were approved by Bob M. - 2nd Connie M.
4. **Treasures Report:** Madden handed out her report and discussion was held. She indicated that it is important to have all invoices approved prior to payment.
Example: Tomahawk Invoice \$100.00 was paid without prior board approval.
In the future if we decide to pay another County for representing us at any ITBEC show they must have board approval to do this and also board approval to pay their agreed invoice amount.
5. **Invoices:** We approved Invoices for Pilch & Barnet for \$21,750.00 & Tomahawk Chamber \$100.00 (paid in September but not approved).
6. **Dates of Future Meetings:** Our next OCTC meeting will be held November 4th in Minocqua at 1:30. If our budget is reduced, we also will hold another meeting on December 2nd in Rhineland. Please try to attend the County Board Budget hearing on Oct 10 at 1:30. If our budget is reduced, we also will have to attend the County Board Meeting on Nov. 12th at 9:30 at the Court House.
7. **JEM Branding Grant Update:** The grant should wrap up by the end of October. Our invoice will be submitted to the county and reimbursement should be sent by the state within 30 days of receiving payment from the County.
8. **Pilch & Barnet Report:** Lyn Pilch reported that filming for summer/fall footage was completed. They intend to shoot winter in Three Lakes. She also handed out copies of the "Oneida County 3rd Qtr Marketing Report. Please refer to this document.
9. **Summary of OCTC to the County Board:** Please try to attend the County Board Budget hearing on Oct 10 at 1:30. If our budget is reduced, we also will have to attend the County Board Meeting on Nov. 12th at 9:30 at the Court House. Kim should be ready to answer any questions from the floor - L. Pilch to review question/answer with Kim.
10. **Approve 2014 Budget:** We were unable to approve our budget until we know what our

allocation will be from the county board. We did review the budget presented from Lyn Pilch and all were in agreement waiting on the total.

11. State Tourism Report: Sara reported the North-woods Summit will be held on Dec 16th & 17th at the Four Seasons Island Resort in Pembine, WI. The state also has a new look for the website: <http://industry.travelwisconsin.com/> - Please take a look!

It is important to let Sara know of any new business that is settling in the north-woods area - She also needs to know how many jobs this has created.

12. ITBEC Report: The new charge for not attending a sports show will be \$200.00 per county. Sara will forward us the link for sign up for the shows. ITBEC has a new brochure coming out soon.

13. Grow North & OCEDC Report: Both organizations are working on their 2014 budgets. Nothing new to report.

14. Community Reports: Just a reminder that Lake Tomahawk will be hosting the “Wounded Warriors” Snowshoes baseball game on July 25th, 2014 - Minocqua will host the softball game on July 26th.

15. Public Comment/Communications:

16. Adjournment: Meeting ended at 3:45

Respectfully submitted,

Connie Madden/Treasurer